



































Nettie Lagace
NIDA
ENCOURAGING INNOVATION 2013







Books in Bro

San Francisco, Oct 4















Browsers II
October 2011





















ePUB

out of the box

Books in Browsers 2011

October 27, 2011

Bill McCoy

Executive Director

International Digital Publishing Forum (IDPF)

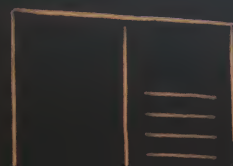




What is EPUB



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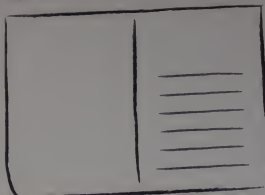
Books In Browsers: Beautiful Books: #BiB11

October 27, 2011

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INGRAM



08:30-09:00. Initio

Introduction and Welcome. Kat Meyer (O'Reilly Media), Peter Brantley (Internet Archive)

09:00-10:00. Morning session 1.

EPUB — out of the box. Bill McCoy (IDPF).

Elegandy On- and Offline. Blaine Cook (Osmosoft), Maureen Evans (Spezzato).

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The Infinite Canvas. Peter Meyers (Author).

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18:30-19:30. Books in Browsers: Ignite. Brewster Kahle (Internet Archive).









Chris Butler
Internet Archive
BOOKS IN BROWSERS 2011

















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Maureen Evans

@cookbook in a delicious world

Flavorful, healthy, and delicious recipes for the home cook. I'm a food blogger and author of the book "The Art of the Home Cook: A Guide to the Art of the Home Cook".
<http://maureen-evans.com>

Following

Followed by 100+ people

Tweets Following Followers 100+



cookbook

Sweet Spice. Stir in skillet @ low until just fragrant 2T dry ginger & cinnamon. Fresh ground nutmeg & ground clove 1/4t ground white pepper & cardamom. Store airtight.



cookbook

[Home-ground spices, prebaked crust & a smooth, just-set filling make pumpkin pie. Also added vanilla. Here's a photo.]
bit.ly/7537b7



cookbook

Pumpkin Pie: Mix, heat can pumpkin/c brng/2T Sweet Spice/1/4t salt, +1/4c cream. Beat + 4b eggs. Fill prebaked pie shell. 25m @ 400F (center jiggy).



cookbook

Perfect Soft-Boiled Eggs: Heat med panful h2o to bare simmer; +3-6 eggs. Maintain at near simmering (no bubbles) uncovrd 7m. Rmvr from h2o.



cookbook

Mental Lentils: Simmr 3c h2o/c lentil 25m. Tst, gmd t cumin & s + p/T coriander; brwn + onion/2garlic & chili/1/4c oil. Mix all + lime & cilantro to taste.



cookbook

Fall Tofu Scram: Brwn 3c squash & shroom/onion & chili/2t cury & garlic/3T oil. Stir fry + 2b tofu/1/4c soya & mirin; +2c



About Cookbook

25K

Tweets

1.1T

Following

150K

Followers

1.1T

Users

Recent images



You and Cookbook

People who follow you also follow Cookbook



Similar to Cookbook



EatingAsia



cpkmbat



cookingwithamy

Following









edu
a twitter cookbook
how to get the most out of twitter
events
how to





























LIBRARIAN

































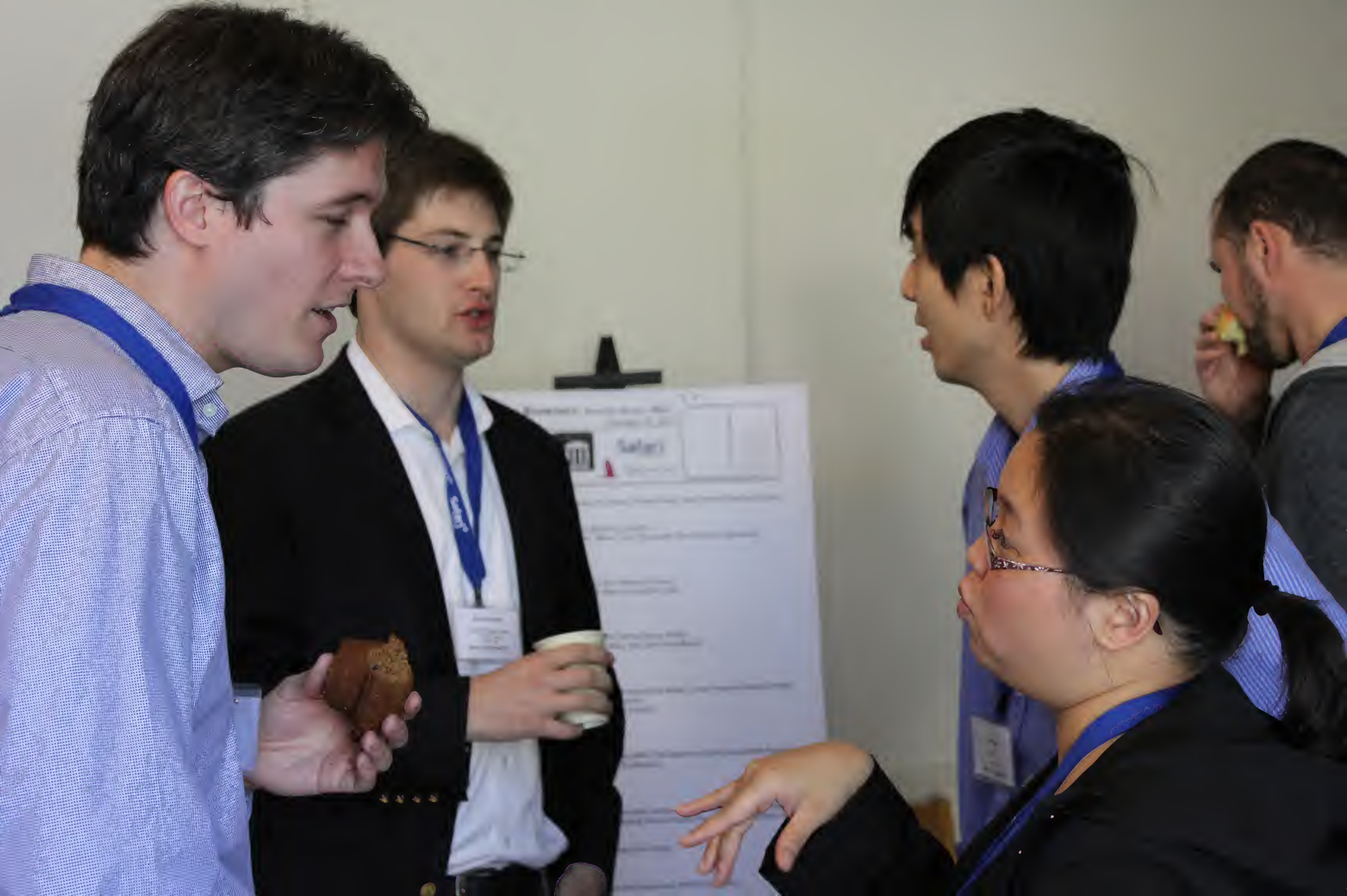


















book?

Google, what is a book?

Google

- 2004
- 2004: 1.5 billion books scanned
- 2005: 1.5 billion books scanned
- 2006: 1.5 billion books scanned
- 2007: 1.5 billion books scanned

















































(conference, April 1993)

Figure 1.

Personal Value Web



..... Full-time transaction
- - - - - Part-time transaction
- - - - - "Borrowing" transaction
- - - - - Information service transaction

Figure 1

Formal Sales Web







1994,

National Academy Press
initiates making their books
online, for free,
TIFF-to-GIF pages,
i through N.

















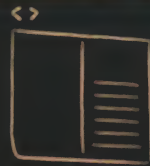


...d or buy or rent?
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Do we build
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Do we build or buy or rent?
How do we design for continuous
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Books in Browsers II

20th Anniversary Symposium





< >

Books in B

1980-1990



INTERNET ARCHIVE









Engelbart's mouse, 1967









Many people think that
the world is a flat
map.

Good, reaching it is not the
end of the world. But an agreement
to keep it a secret.



the stuff is social
reading is a fundamental
characteristic of the new
media (Maring)

the stuff is social
reading is a fundamental
characteristic of the new
media (Maring)

the shift to social
reading is a foundational
cornerstone in the new
media ecology

the shift to social
reading is a foundational
cornerstone in the new
media ecology



















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corey@exprima.com

www.exprimame.com



































nts:

A couple quick point





Peter Meyers
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Peter Meyers
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Safari Safari





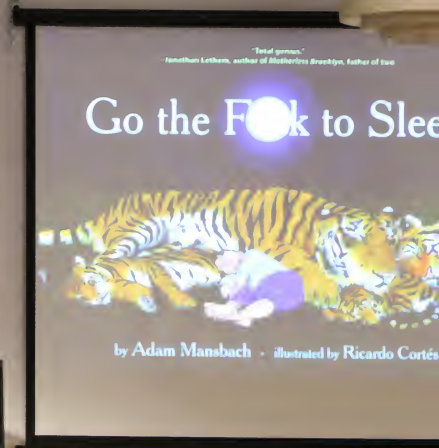
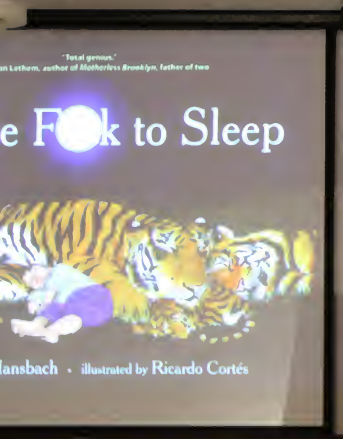


The Infinite Canvas



Safari





Update: Open Annotation



Robert Sanderson
rsanderson@lanl.gov
Los Alamos National Laboratory
@rsanderson42

Herbert Van de Sompel
herbertv@lanl.gov
Los Alamos National Laboratory
ghvdsompel

<http://www.openannotation.org/>

This research is funded by the Andrew W. Mellon Foundation























Data Model Update

the Knowledge Model

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Los Angeles

Citizen Annotation Data Model Update

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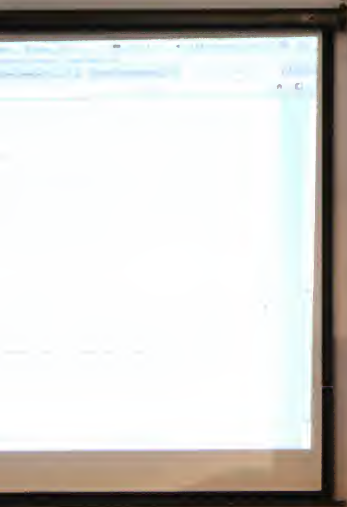


























































to Join
Users Web Ring!

Click Here to
My Books in Browse



early modern Englishmen read in fits and starts and jumped from book to book. They broke texts into fragments and assembled them into new patterns by transcribing them in different sections of their notebooks. Then they reread the copies and reorganized the patterns while adding more excerpts. Reading and writing were therefore inseparable activities.

The Case for Books: Past, Present, and Future by Robert Darnton (via Findings.com)

© 2014 by Robert Darnton

















THE WHOLE

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Salari

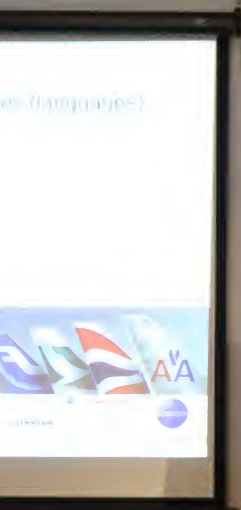


























Books in Browsers II

San Francisco, October 2011











319

159

265



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Books in Browsers II

San Francisco, October 2011























O'REILLY
spreading the knowledge of computers

Safari >>
Books Online

INGRAM



ibis reader



GREEN APPLE
BOOKS & MUSIC

















350,000 Books

500,000 Moving Images

1,000,000 Audio Recordings

2,000,000 Hours of TV

DEBATE FORUM WATCH
University of Miami, Coral Gables, Florida

2001-2010
C-SPAN







- Arts — (Illustrations, Photo-Paints, Applications) —
- Business and Economy (Xtra!) — (Directories, Investments, Classifieds) —
- Computers and Internet (Xtra!) — (Internet, WWW, Software, Multimedia) —
- Education — (Universities, K-12, Courses) —

350,000 Books
500,000 Moving Images
1,000,000 Audio Recordings
2,000,000 Hours of TV
3,000,000 Electronic Texts
150,000,000,000 Web Pages

yahoo.com, circa 1996



314

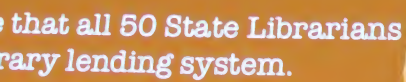
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265









What is BookRiff?

A technology platform
for consumers and publishers
to remix and to resell content
while ensuring content owners get paid

bookRiff

PUB

<XML>

PDF

MP3

prettyimages

iTunes







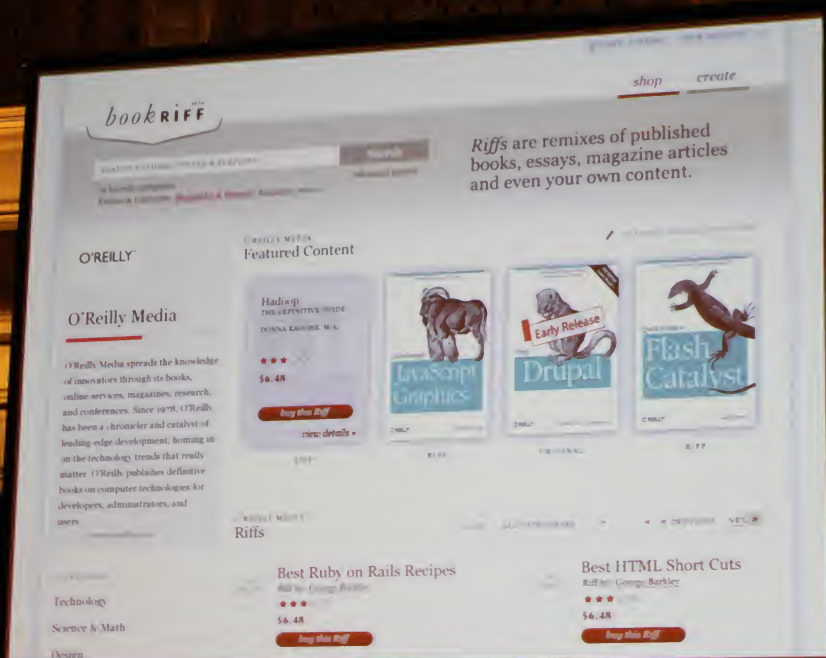












Hello, I'm
Henrik
from
Readmill



 Readmill



Books in Browsers II

"The Social Object, in a nutshell, is the reason two people are talking to each other, as opposed to talking to somebody else."

— Hugh Macleod, @gapingvoid















Public



Public



Public





You shared a highlight from Ghost in the Wires: My Adventures as the World's Most Wanted Hacker

The patch was developed by a group of German hackers who belonged to something they called the "Chaos Computer Club" (CCC).

2 weeks ago at 20% · Delete · Share · View all highlights

COMMENTS



Henrik Berggren commented
Europe represent!!

2 weeks ago · Delete



Add a comment...

FEEDBACK



PANDAMIAN
the easiest way to publish books online





PANDAMIAN
the easiest way to publish books online









contact

your email address before



Onus.

your email address before





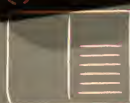


Our choice:

Build from an existing platform that is native to the web, structured, and makes it easy to build beautiful websites with customizable templates.

(ie: WordPress.)









Books in Browsers II

INTERNET ARCHIVE

O'REILLY















eBook Trends Royal Wedding vs. Osama Bin Laden

Readers were buying eBooks as huge news events unraveled



eBook Trends Royal Wedding vs. Osama Bin Laden

Readers were buying eBooks as huge news events unraveled



eBook Trends Royal Wedding vs. Osama Bin Laden

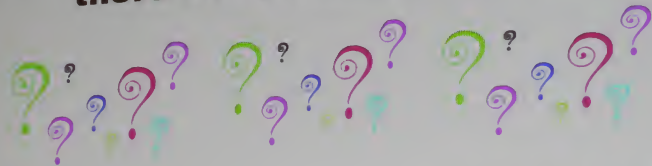
Readers were buying eBooks as huge news events unraveled



existing content
the staff
medium?



There are as many ways to create an eBook as
there are to bake a cupcake



eBook Publishing Tools



kindle

direct
publishing

pubit!
by Barnes & Noble

Adobe Digital Editions

Cupcake Baking Tools



Book in Document ID



TOC

Background

- MS/BS in Computer Science
 - Artificial Intelligence, Large-Scale Distributed Systems
- Ex-Google Software Engineer
 - 5 years in Ads Analytics and Data Warehousing
- MBA from INSEAD (Europe/Asia)
 - Case Discussions



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MobNotate

Books to social app
converter











The coal industry, in the face of these facts, is cleverly promoting "clean coal." They have promoted the concept of "Carbon Capture and Sequestration" (CCS) by which coal plants would take the CO₂ emissions and store them underground.

Last summer I helped my brother move into a new place. We had some extra boxes that needed to be disposed of. We drove them to the city dump and paid for disposal. The price? About \$100 per ton of garbage. That is only fair. Cities and counties have learned to price garbage pay more, only fair. Households that produce more garbage pay more, only fair. Households that produce little pay less. No government in its right mind would allow for households to dump garbage in the middle of the street (or, heaven forbid, bury it) and expect the government to collect it, transport it, process it, and store it—for free. Farmers require that garbage producers and polluters pay their fair share.

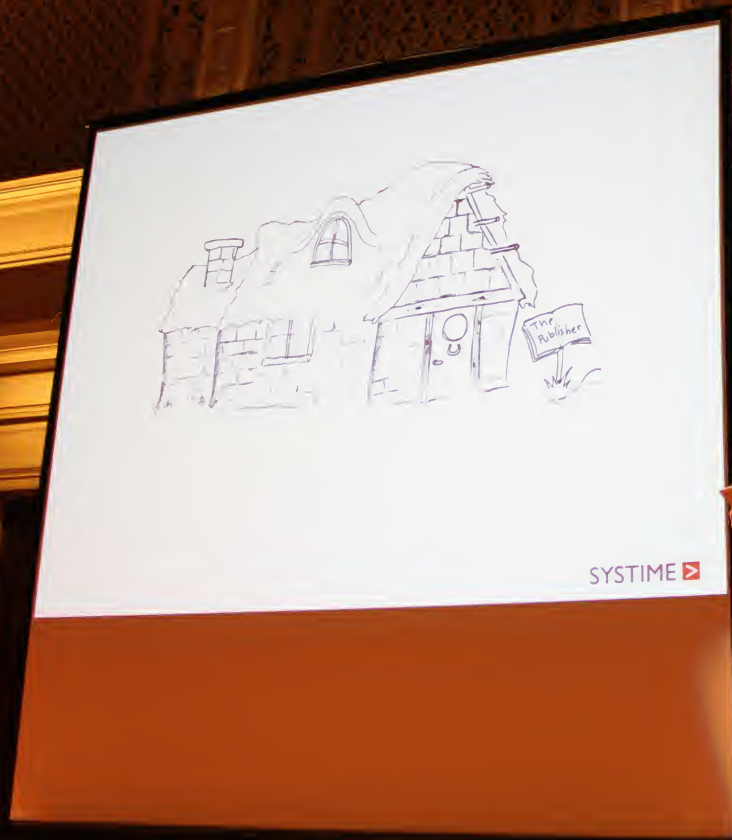
It is quite important that coal pay for its garbage, because assuming that CCS were to actually work as advertised, some day the industry would need an additional 25% more coal just to capture and sequester the waste from the coal. (That is, it takes a lot of extra coal to generate energy to clean up the mess generated by the coal.) Then we'd be adding another 30 million tons or so to America's waste stream.

Is the coal industry going to pay our cities, counties, and states \$100 per ton to dispose of their billions of tons of garbage? (Notice that I have only talked about solid waste. Air-borne CO₂ pollution is a whole other waste stream!) Not likely.

The U.S. government has actually allocated \$3.4 billion for the coal industry to develop CCS. I'm wondering why a 200-year-old, trillion-dollar industry can't clean up its act on its own. The Australian government has

24symbols





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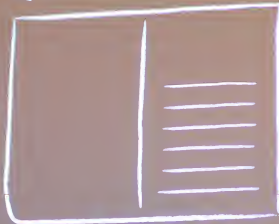






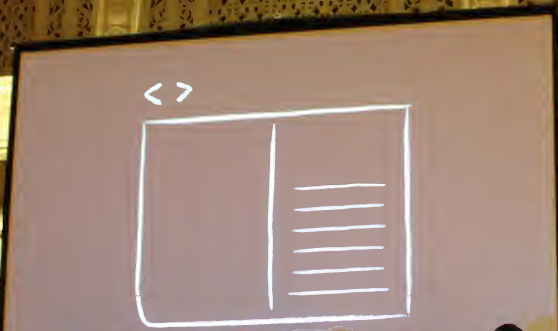


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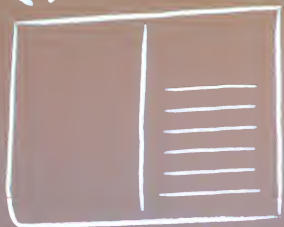
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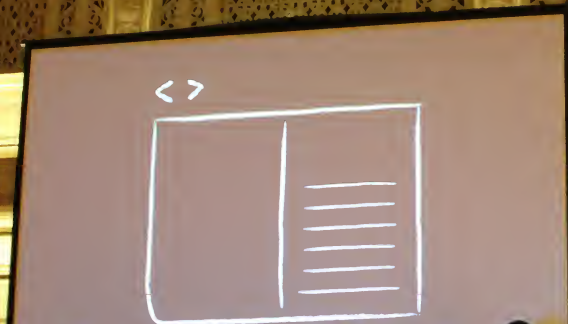
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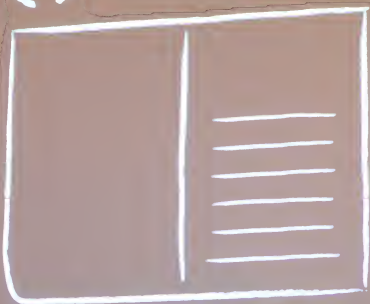


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Know Better

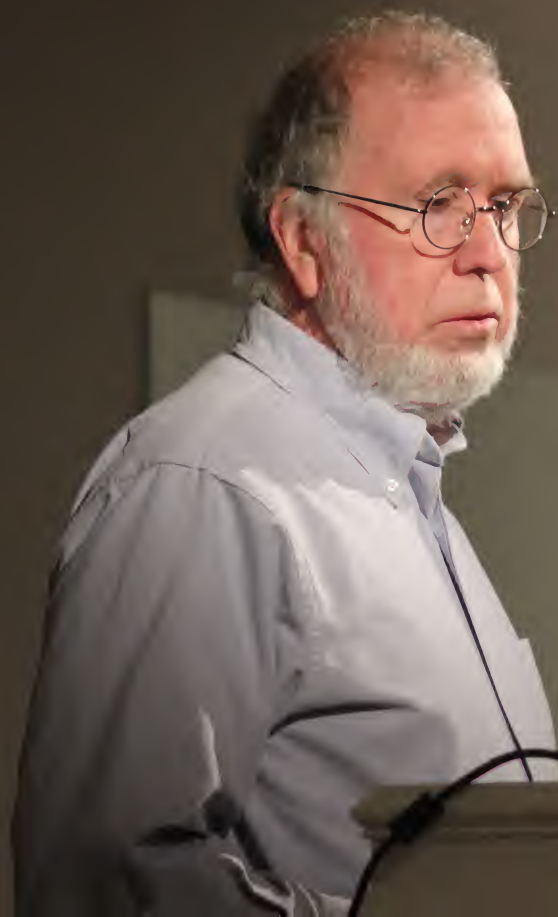














Red Books









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Fiction

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Self-Evolving Desktop Tools



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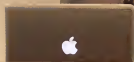


Books in Breweries II



Books in Breweries II



























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- 3) Growth of digital
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privacy
- 5) Lack of safegua
not good for public

Time is now for companies, policymakers,
and public interest groups to work together
to:

- 1) Develop robust evidence-based information
on the benefits, risks, and costs of
transmission infrastructure
- 2) Develop robust evidence-based information
on the benefits, risks, and costs of
transmission infrastructure
- 3) Develop robust evidence-based information
on the benefits, risks, and costs of
transmission infrastructure



Government Entities

A court case showing

1) compelling interest

2) need to know more

3) right to provide and opportunity to appear and

comment

4) need to make contemporaneous with execution

* Rigorous privacy and consent exceptions.

* Can't possibly be "intrusive" because a person's personal information is a government entity if subject of their attention.



- 20,000 Books
- 100 Watts

- 4 Watts

- 500+ items can be connected
simultaneously

Book
Server

SEE

OMA

- 20,000 books
- 4 Worms
- 400+ books can be connected simultaneously



• 20,000 books

• 100,000 users

• 4 MW

• 500,000 can be connected simultaneously

FRMA

















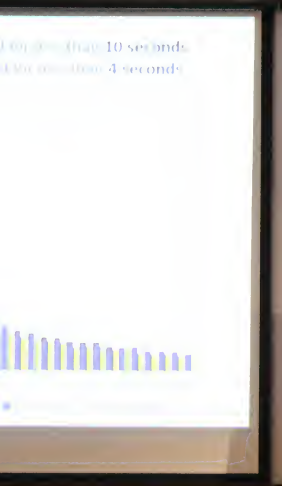






























































































Welcome to Sm

Experience Smarter's new way of viewing all the
content, projects, and things inside them

Find out more

Get Smarter's Learning path

or

Get Smarter's Learning path

Found Smarter



Stanford University
The Smarter Learning
Experience



<>













Google

What is it?

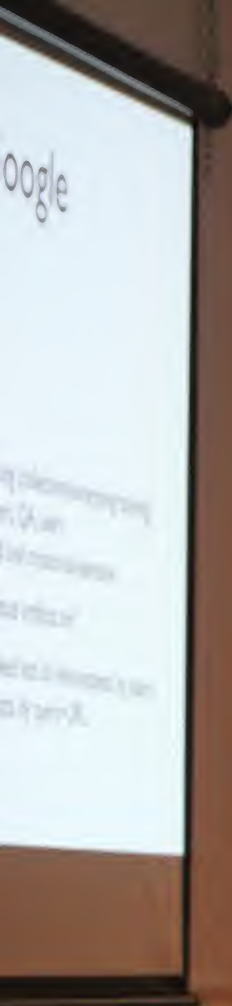
- an index

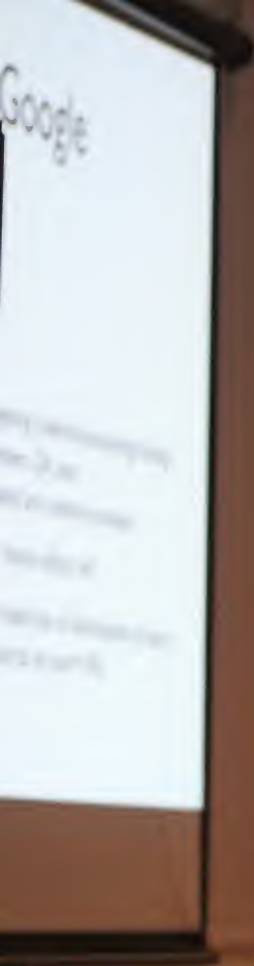
How is it made?

- algorithmic digesting (collection/excerpting/ranking)
- trained by engineers, QA, users
- both precalculated and created-on-demand

And the representative textual artifacts are?

- medium-sized: ranked lists of links/snippets, by query
• snippet excerpts, by query+URL















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Wiki

What is it?

- an 'encyclopedia'

How is it made?

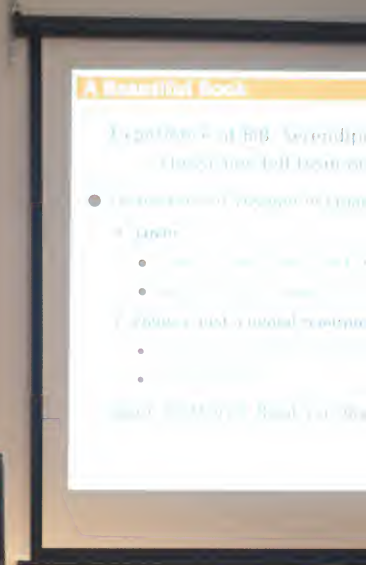
- authored summaries
- tens of thousands of
- precomposed

And the representative textu

- medium-to-long; arti
- tiny/small abstracts,











A Beautiful Book

Experience at BIB: Serendipity

- The scales fell from our eyes!

● Quadrants of Voyager in Japan

1. Japan

• ... from ...

2. ... from the traditional book?

BOOKS in Japan

Q1



Book is Business II





































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Books in Browsers II

Fast Forward, October 2011

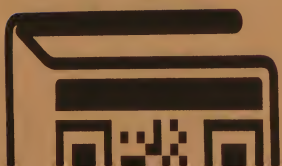


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Books in Browsers II

San Francisco, October 2011























ublisher?

what is







who is your
competition?



who is your
competition?











what is a bookstore?





tion
Costs
coach

1. Category Red
2. High Product
3. Inconsistent





















The opportunity in abundance





























in Browsers
Portland, Oregon









Books in Browsers II

(Part 2: The Browser, October 2011)



Books in Browsers II



TEI







Bücher für Alle !







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Books In Browsers: Beautiful Books: #BiB11

October 27, 2011

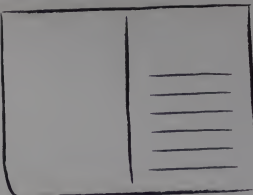
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ibis reader



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Books in Browsers II







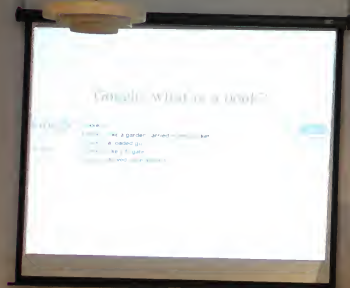
























Figure 2
Financial Sales Mix





























media.com
media.com

@exprima
corey@exprima
www.exprima



@exprima

corey@exprimame

www.exprimamedia













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Go the Fuck to Sleep



by Adam Mansbach • Illustrated by Ricardo Cortés

Go the Fuck to Sleep



by Adam Mansbach • Illustrated by Ricardo Cortés



on Collaboration

innovative.org

innovations

and down side

in different environments

single pass

who



Introduction to the Course

1. Course Overview

- 2. Course Objectives
- 3. Course Structure
- 4. Course Materials
- 5. Course Evaluation

6. Course Schedule

7. Course Contact

8. Course FAQ



As Much Myth As Reality



Books in Browsers II




TOC





Critical components?





Open Bookmarks

... is a project to make social reading easy, personal, and open.

Easy: anyone should be able to do it, and anyone should be able to help it happen.

Personal: The reading experience belongs to the reader and nobody else.

Open: Bookmarks must be shareable, accessible and persistent.

→ Home
What is Social Reading?
The Checklist
About Open Bookmarks
Blog

More and more people are reading books electronically. In some cases, of course, these are also digital books, making online.

Creating allows people to make bookmarks, with notes and margins, select excerpts, and discuss the content through the book. This is the reading experience, and for the first time, it's possible to open and share the experience online. How can more people benefit from this?

Open Bookmarks wants to make sure that the experience is easy to follow and that the open book is the focus of what's going on in the world. Open Bookmarks and Open Bookmarks is the way that the world is following the world.

The Open Bookmarks project is a project to make social reading work by creating a shared experience with publishers, software, readers, and authors. The project is a project to make social reading work by creating a shared experience with publishers, software, readers, and authors.

Both the site will provide a consumer guide to the project and a reading application, and the project is the project to make social reading work by creating a shared experience with publishers, software, readers, and authors.







OPDS 1.1 and b









































ARCHIVE



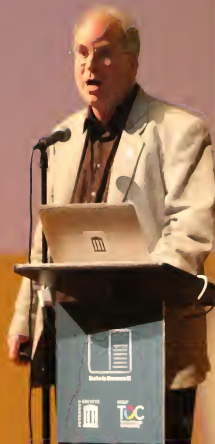


Internet Archive

- 501(c)(3) non-profit, founded in 1996
- In top 250 websites on the internet
- Registered library in California

For more information, visit:

archive.org, openlibrary.org, archive-it.org, opencontentalliance.org





350,000 Books

gs





Handwritten text from a manuscript, likely a historical document, showing dense cursive script.

Printed text from a document, showing a list or index of items, possibly a catalog or inventory.

350,000 Books
500,000 Moving Images
1,000,000 Audio Recordings
2,000,000 Hours of TV
3,000,000 Electronic Texts





Brewster Kahle, Internet Archive
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bookRiFF

Books in Browsers – October 27, 2011
BookRiff Media Inc.



Rochelle Grayson, CEO
@RochelleGrayson
RochelleG@BookRiff.com



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Hello, I'm
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"The Social Object, in a nutshell, is the reason two people are talking to each other, as opposed to talking to somebody else."

— Hugh Macleod, @gapingvoid



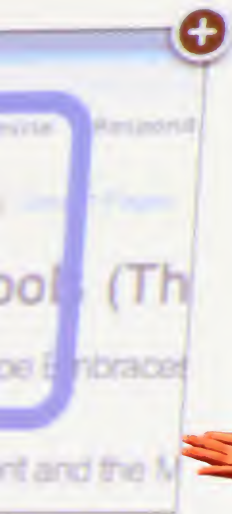




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Half Formed Ideas

entrepreneurs we funded by in the mid 90s with our Flatiron Fund. He's done something like a half dozen startups since then and he's a veteran in the very best sense of the word.

1 Andy said "You missed an important option Fred - revenue based financing. I've got a new firm called Lighter Capital that does just that". I said, "Can you write a blog post for MBA Mondays explaining how it works?" So today, we have a guest post/advertorial on Revenue Based Financing from Andy/Lighter Capital. I hope you like it.

[http://mba-mondays.pandamian.com/revenue-based-financing/#p\[AsYlhY\],h\[AsYlhY,1,3\]](http://mba-mondays.pandamian.com/revenue-based-financing/#p[AsYlhY],h[AsYlhY,1,3])



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contact.

your email address before



Our choice:

Build from an existing platform that is native to the web, structured, and makes it easy to build beautiful websites with customizable templates.

(ie: WordPress.)









eBook Trends Royal Wedding vs. Osama Bin Laden

Readers were buying eBooks as huge news events unraveled



Introducing MobNotate

(Smart) Social Reading
ricky@mobnotate.com



using









State years after the first nuclear plant came on line in America, this is a mature industry that generates almost 20% of America's electricity. After more than \$100 billion in known government subsidies⁶⁶ it still demands more and larger subsidies from the American taxpayer and the U.S. government (call it "nuclear double dipping" the adding a capital costs are subsidized by the taxpayer on one end and by the taxpayer (the U.S. government) on the other end. Nice subsidy! You have to love that kind of accounting!

According to Eric Swerdlow, "generation costs for new nuclear (including fuel and O&M but not distribution to customers) are likely to be from 25¢ to 30¢ per kWh." This is much more expensive than wind or solar thermal are today and in the same ballpark as solar photovoltaics. The average American pays about 10¢/kWh.

Furthermore, an expansion of the nuclear industry would require the government to spend tens of billions of dollars to store the spent nuclear waste in Yucca Mountain or equivalent storage facilities.

This is billions of dollars in subsidies to a mature industry. It's much too expensive to build and run nuclear plants. Only with really massive government subsidies and favorable legal and accounting treatment can nuclear be built and run.

24symbols



Founded in December 1954

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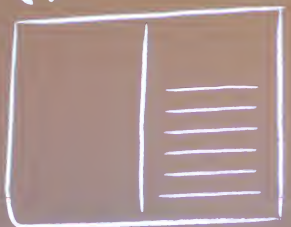
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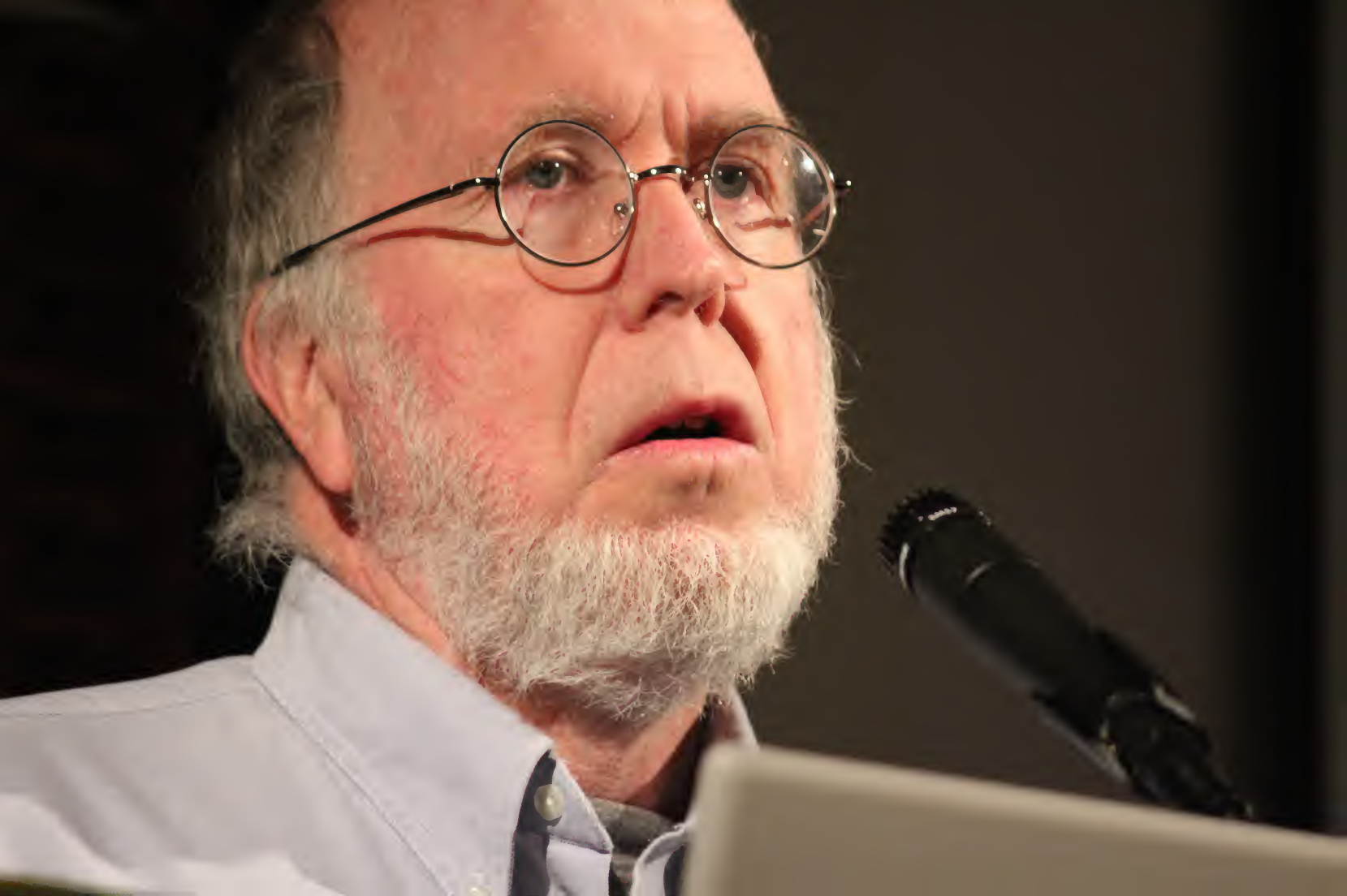
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multi-media queries









Case Study #2: Integrate social media APIs into e-books



- Integrate Twitter content into e-books
- Integrate Facebook
- Integrate YouTube videos



FictionBridge
Integrating social media
into e-books



U.T.C.







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Time is now for companies, policymakers,
and public interest groups to work together
to:

- (1) develop robust protections related to information
collection, tracking, use, user control, disclosure, and
transparency/enforceability,
- (2) proactively defend reader privacy,
- (3) update and develop new laws to ensure clear and
robust protections for digital reading records -
ECPA/federal/state.

wellcity.org



Broader for Democracy II



TOC













Readability and Resolution



Readability and

Increasing resolution by adding more data points

Increasing resolution by adding more data points

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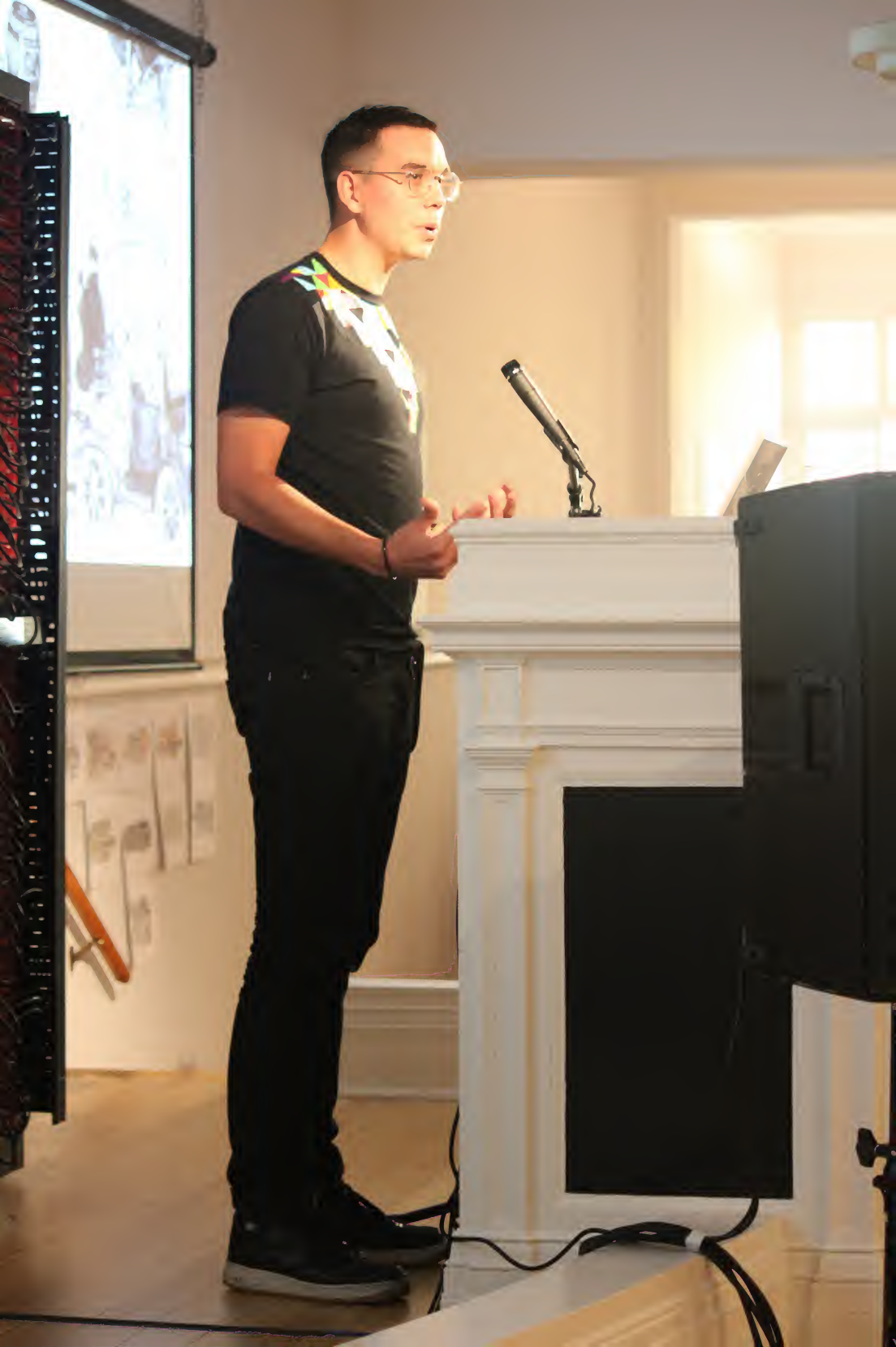


























Google

What is it?

- an index

How is it made?

- algorithmic digesting (collection/excerpting/ranking)
- trained by engineers, QA, users
- both precalculated and created-on-demand

And the representative textual artifacts are?

- medium-sized: ranked lists of links/snippets, by query
snippet excerpts, by query+URL













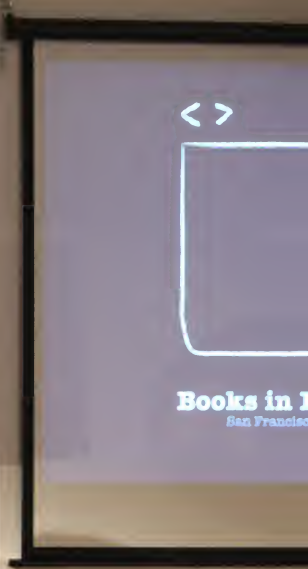
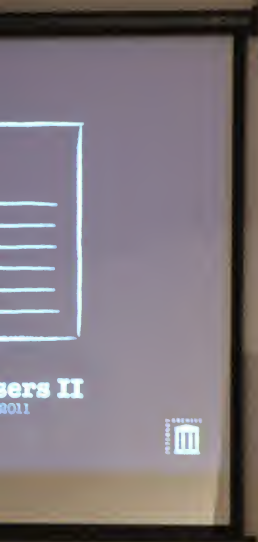
















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San Francisco, October 2011















who is your
competition?







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Costs
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1. Category Re
2. High Produc
3. Inconsistent











The opportunity in abundance



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